

Sponsorship Proposal

2019 National Congress

Australia's sustained population growth will shape our society for generations. Fast growing cities and suburbs on the outskirts of our capital cities play a pivotal role in accommodating the nation's population boom. Member Councils of the National Growth Areas Alliance (NGAA) are striving to build resilient, liveable and productive communities while their populations grow at more than double the national average.

The NGAA 2019 National Congress will focus on creating places and spaces for people in Australia's fast-growing cities, towns and suburbs. The program will inform and inspire with ideas and approaches that are out of the ordinary – but necessary to meet the extraordinary challenges we face.

The small scale of our Congress allows for easy and extended access to an influential group of delegates from across Australia.



Networking with Mayors and Councillors from growth areas across Australia



Learning the latest on Federal funding and policy



2018 National Congress

Who is our audience?

- > Ministers, Shadows and political advisors from State and Federal governments
- > Key decision makers - Mayors, Councillors, CEOs and senior officers - from Australia's growth councils
- > Executives from government departments and national industry bodies
- > State and national media



Meeting with policy influencers and key decision makers



Growth area Mayors and Councillors at the Catch Up campaign launch in Canberra

What are the benefits of partnering with the National Growth Areas Alliance?

Partnering with NGAA on our National Congress provides **direct access to key decision makers** in Australia's fastest growing Local Government areas and a **unique opportunity to impact their planning, policy and future projects**.

The 2019 National Congress will bring together **politicians, policy makers and industry leaders** to collaborate on positive solutions for growth areas.

The event provides opportunities to hear from a range of industry experts on key research and policy developments, whilst also providing **enhanced networking opportunities in an intimate setting**.

We are a national body, representing Councils across Australia's growth areas and their five million residents. We influence and work directly with many of the country's top decision makers on matters impacting cities policy and advocate for the needs of our member councils and their communities.

We are regarded as the 'go to' organisation for many government departments seeking input to future planning and policy and through our work, we consistently seek to guarantee the needs of our members remain on the national and state political agenda.



Minister for Cities, Urban Infrastructure and Population, Alan Tudge MP, at the launch of Catch Up

Twenty Federal MP's attended the launch



Sponsor Testimonial

"...thank you for being such generous hosts of us as sponsors at the Awards dinner. Everyone was in such good spirits which I think reflects the success of your event and the outcomes being generated.

We were very pleased to have assisted and look forward to future opportunities. The work of the NGAA and your member councils is vital."

Belinda Campbell Comninios, Astrolabe Group
NGAA Awards Partner, 2018 National Congress

2019 Congress Highlights

- > Networking function to welcome delegates
- > International Keynote Presenter, Ethan Kent
- > Placemaking deep dive at Midland Railways Workshops with Ethan Kent
- > Presentations from industry experts
- > NGAA Awards Dinner highlighting the best practice and innovation from Growth Areas across Australia.

2018 NGAA Awards Dinner
Sponsor signage, collateral and award presentation opportunities



Keynote Speaker, **Ethan Kent, Senior Fellow at New York's Project for Public Spaces**, is at the forefront of the global placemaking movement. He will share his experience of more than 200 placemaking projects.

Two more sessions will look at the **software** and **hardware** of 'place', with brief presentations from experts in local government, planning, property development and academia. A facilitated discussion to follow will cover neighbourhood design, social infrastructure, wellbeing, connectivity and more.

On Day Two of Congress, we take a deep dive into the **Midland Railway Workshops** redevelopment with a site tour of this highly-regarded urban renewal project that has breathed new life into a heritage precinct and created a strong foundation for economic development in the area.



Event details

Sunday 10 November

Welcome Function

Monday 11 November

Congress
NGAA Awards Dinner

Tuesday 12 November

Members Strategic Planning Workshop
Site Tour of Midland Railway Workshops

Sponsorship Opportunities

one
available

PRESENTING PARTNER - \$10,000

Benefits:

- Opportunity to access the Congress Keynote Speaker, Ethan Kent to facilitate a half-day workshop for your organisation
- Two tickets to the Welcome Function (Nov 10)
- One Delegate pass to NGAA *National Congress* (Nov 11)
- Two tickets to the NGAA Awards Dinner (Nov 11)
- Logo placement on Congress Program
- Prominent logo placement on all Congress marketing collateral including invitations, fliers, table programs, NGAA website and social media posts
- Regular stage announcements/acknowledgement by MC across both days of the Congress and NGAA Awards Dinner
- Opportunity to display your organisation's signage in the Congress venues

five
available

AWARD PARTNER - \$2,500 each

Benefits:

- Two tickets to the NGAA Awards Dinner (Nov 11)
- Opportunity to present the winning trophy to an NGAA Award winner in your chosen category. Award categories include *Research and Practice*, *Built Environment*, *Partnerships*, *Advocacy* and *Leadership*.
- Logo placement on Congress marketing collateral including invitations, fliers, table programs, NGAA website and social media posts
- Regular stage announcements/acknowledgement by MC during the NGAA Awards Dinner

multiple
opportunities
available

EVENT SPONSOR - \$1,000-\$5,000

Event Sponsor packages will be tailored to reflect the needs and contribution of your organisation. Depending on your requirements and level of sponsorship provided, your package could include:

- A speaking opportunity
- Inclusion on a panel session
- Venue signage to promote your organisation
- Inclusion of your logo on our marketing collateral

(all prices quoted above are listed exclusive of GST)

Securing a partnership

The NGAA is keen to further discuss this proposal and determine how we can build a close and mutually beneficial partnership with your organisation.

For more information and to secure your place as a sponsor of the 2019 NGAA National Congress, please contact NGAA's Executive Officer, **Bronwen Clark**, on **0448 401 257** or at **bronwen.clark@ngaa.org.au**.